

Business Management Curriculum & Learning Objectives



December 2007

BUSINESS MANAGEMENT CURRICULUM & LEARNING OBJECTIVES

EFFECTIVE DECEMBER 3, 2007

THE STUDENT WILL BE ABLE TO:

Business Planning

Describe how a “business purpose” is determined

Describe how a “service” business differs from other types of businesses

Identify various affiliated service providers and describe how they support a service business

Describe and compare the following methods of business operation:

- Centralized vs. franchised
- Single vs. multi-site operation

Describe how to create a market analysis for a service business

Develop a market strategy plan for a service business

Analyze and evaluate needed support services

Business Ethics

Discuss the need for ethical practices when operating a service business

Identify five (5) standards of practice that relate to “ethical” business practice

Compare and contrast how varying degrees of adherence to these five (5) ethical standards can affect a business

Elements and Organization of a Service Business

Identify the requirements to license a Washington business

Describe and compare the types of business organizations permitted to conduct business in Washington

Financing a Service Business

Identify guidelines and procedures in establishing banking arrangements

Describe various methods of financing start-up costs and operating costs for a service business

Describe the process of opening lines of credit for a service business

Demonstrate how to calculate profit and loss projections

Define and determine capital projections

Describe the following forms of taxes that impact a service business:

- B&O
- Unemployment compensation
- Workmen's compensation
- Federal withholding

Evaluate lease vs. purchase options regarding technology equipment, buildings and furnishings

Explain the purpose of a maintenance schedule, including upgrades

Site Selection

Describe site option factors relating to selecting a business location

Identify growth pattern characteristics influencing site selection

Describe how to assess future site needs during expanding and contracting market periods

Office Design

Describe and compare two physical layout alternatives for a service business

Describe factors in addition to cost that influence physical size needs of an office

Discuss how decor and furnishings can affect a company profile and image

Identify and describe technology and communication equipment that maximize efficiency

Fiscal Management

Describe the process of establishing a business operating account and identify necessary bookkeeping procedures

Demonstrate an ability to read and evaluate a financial statement

Describe various methods of monitoring budget expenditures income and return on investment

Office Management

Identify and describe two methods of organizing business files and records

Describe a system that manages business information and paper flow

Identify and prioritize a list of ten (10) management tasks

Identify and discuss the value of office policy and procedures manual

Human Resource Management

Describe how to evaluate staffing and compensation needs

Write a job description for a support staff employee

Describe methods for evaluation staff performance

Discuss the importance of delegation

Describe effective span of control

Information Technology

Describe methods of determining telecommunication and personal computer systems needs

Describe and compare use of purchased software vs. in-house systems

Explain the value of networking alternatives, including Internet

Marketing

Identify and describe the value of market research data

Identify the elements and describe the benefits of developing a “comprehensive” public relations campaign

Describe and compare two marketing strategies for promoting company services

Managed Growth and Strategic Planning

Describe the importance of consistently monitoring and evaluation market trends

Explain how to identify target niches and describe their benefit to the company marketing strategy

Discuss growth opportunities through expansion of services or acquiring affiliate businesses